

# Case Study: Market Profiling - Trends in VDI adoption

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## 1. Identifying the issue

In the early days of virtualization, a \$1B provider of infrastructure software, hired Isurus to inform their knowledge about the developing trends around the adoption of virtual desktop infrastructure (VDI).

The client's software was designed for traditional enterprise architectures and the client had questions about how the adoption and growth of VDI would affect its business. It did not have a specific product to research, an opportunity to explore or message to test, rather it wanted high-level contextual information about the market to help inform its long-term strategic roadmap.

Isurus led the client through a process in order to define their informational needs, set priorities and outline the business decisions the research would inform. The process consisted of a series of conference calls with the project team and stakeholders. The process identified the following informational needs:

- Drivers of interest in VDI
- Success and challenges associated with VDI implementations
- Future plans for VDI
- Organizational changes driven by VDI adoption

## 2. Research approach

The client's questions were about the "why and how" of VDI so Isurus recommend a set of 20 qualitative telephone depth-interviews with senior IT decision makers. Isurus developed the discussion guide used to facilitate the interviews in conjunction with the client.

The research design called for organizations that currently had VDI in production or were running a VDI pilot program. Given the low market penetration of VDI at the time sampling became a challenge. Isurus used a multipronged approach to identify VDI users. This included renting subscriber lists from virtualization themed trade publications such as Virtualization Review, searching LinkedIn for profiles that highlighted VDI experience and targeting sectors with the highest VDI penetration, e.g., hospitality, retail and call centers.

## 3. Analysis and reporting

Isurus' analysis of the data uncovered a number of key market trends, including:

- It typically took a trigger event to motivate enterprises to evaluate VDI.
- VDI was delivering on its promise of ease of use, management and security.
- Roles and responsibilities of the server and desktop teams were shifting and merging due to VDI.
- Organizations replicating desktop environments had more concerns and challenges related to VDI than those only delivering corporate applications.

Isurus concluded that while the adoption of VDI did not represent an immediate threat to the client, to remain competitive the client would need to factor VDI in its long term product development roadmap. Isurus delivered the data, conclusions and recommendations in a report followed by a presentation to the project team.

## 4. Actions taken

The client used the data to make a small number of immediate tactical decisions and shared the overall contextual data with various product teams to help inform their product development roadmaps.